

## Message Text

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PAGE 01 LIMA 04899 182338Z

71

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /018 W

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P R 182243Z JUN 74

FM AMEMBASSY LIMA

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 0606

UNCLAS LIMA 4899

COMMERCE FOR OIM

E.O. 11652: N/A

TAGS: BEXP, PE, EC

SUBJECT: MARKET RESEARCH GENERAL MARKET SURVEY: ECUADOR AND PERU

REF: STATE 123124, LIMA 4897, CARACAS 5416

1. SECOND BID PROPOSAL MADE BY DR. MARY VASQUEZ AND DR. KRISHNA ROY.

2. BID PRICE. FOR PERU \$25,000 OR 1,084,500 SOLES.

3. BIDDER QUALIFICATIONS. THEY HAVE DONE MARKET RESEARCH WORK FOR THE FOLLOWING CLIENTS: J. WALTER THOMPSON CO. IN PERU AND INDIA; F & R, PERU; INDUSTRIAL PACOCHA S. A. (REPRESENTATIVE OF LEVER BROTHERS); FULBRIGHT COMMISSION. THEY HAVE PREPARED A COUNTRY PROFILE FOR PERU AND HAVE HAD CLOSE CONTACTS WITH TOP MANAGEMENT AND EXECUTIVE PERSONNEL ESPECIALLY IN THE LIST OF INDUSTRIES IN THE COMMERCE PROPOSAL. ONE OF THE RESEARCH TEAM WILL BE DR. MARY VASQUEZ WHO HAS A B.A. IN SOCIOLOGY FROM MACALESTER COLLEGE, M.A. IN SOCIOLOGY FROM UNIVERSITY OF MINNESOTA AND A PH.D. IN SOCIOLOGY FROM SAN MARCO UNIVERSITY, LIMA. FROM 1969-1972 SHE WAS DIRECTOR OF THE DEPARTMENT OF SOCIOLOGY AND PSYCHOLOGY, UNIVERSIDAD INCA GARCILASO DE LA VEGA. PREVIOUS TO THAT, SHE HELD SEVERAL UNIVERSITY POSITIONS IN SOCIOLOGY DEPARTMENTS. ANOTHER ON THE RESEARCH TEAM WILL BE DR. KRISHNA ROY. SHE HAS A B.A., M.A., AND PH.D. IN ECONOMICS FROM THE UNIVERSITY OF BOMBAY. SHE DID POST-

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DOCTORAL WORK IN MATHEMATICS AT PRINCETON AND HAD COMPUTER

TRAINING FROM IBM IN INDIA AND THE U.S. SHE HAS BEEN ADVISOR  
TO THE PERUVIAN CENTER FOR STUDIES IN POPULATION AND DEVELOP-  
MENT SINCE 1968. SHE SPENT ONE YEAR IN INDIA EVALUATING  
RESEARCH PROGRAMS FOR THE INDIAN GOVERNMENT. TO COMPLETE THE  
RESEARCH TEAM, AN INDUSTRIAL ECONOMIST WITH TRAINING IN  
SYSTEMS ANALYSIS AND AN EXPERT IN BUSINESS ADMINISTRATION WITH  
TRAINING IN COMPUTOR SCIENCES WILL BE SELECTED.  
DEAN

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NNN

## Message Attributes

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**TAGS:** BEXP, PE, EC  
**To:** COM  
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**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005